



2018 New Holland Dealer Meeting Slated for January 25 - 26

FOR IMMEDIATE RELEASE - New Holland, Pa. (January 19, 2018) – New Holland North America’s dealership owners will converge on Orlando, Fla. in January 2018 for a two-day deep dive into the latest updates to New Holland’s award-winning product lineup. Recognizing the changing needs of agriculture and construction customers, the theme of the 2018 New Holland Dealer Meeting is *Shift to the Future*. Throughout the two days, CNH Industrial company leadership, New Holland brand leadership and their partners in the dealer network will work together to explore the areas in which the brand intends to strengthen its market representation in 2018.

“I always look forward to opportunities to work with our dealers face-to-face,” said Bret Lieberman, Vice President for New Holland North America. “My team is excited to host a majority of the dealer body for meaningful discussions during the meeting. From haytools to tractors, combines to light construction, grape harvesters to crop production, no part of New Holland’s full line offering will be left off the table. We look forward to working with our dealer partners to strengthen our relationship and grow the New Holland brand”.

The general sessions, hosted by company leaders Richard Tobin, CEO of CNH Industrial; Carlo Lambro, New Holland Brand President; and Bret Lieberman, Vice President for New Holland North America, will speak to the brand’s strong leadership provided by the CNH Industrial global presence, and the mission and vision for the North American business, respectively. Leandro Lecheta, CNH Industrial’s newly appointed COO for the North American Region (NAFTA), and Luc Billiet, CNH Industrial’s President of Parts & Service, will also be in attendance, taking the opportunity to work face-to-face with the North American New Holland dealer network.

Breakout sessions to work on more detailed topics such as Precision Land Management, upcoming product launches, marketing, parts & service support and CNH Industrial Capital financial products, and more are scheduled during the event.

Equipped for a New World. *For more than 120 years, New Holland has built a passion for farming and enduring focus on innovation. Its history is punctuated with events that have shaped agriculture’s history books with industry firsts that have improved the lives of farmers around the world. From the world’s first automatic self-tying baler in 1937, to the industry’s first autonomous concept vehicle, the NH^{DRIVE}, New Holland equips its customers for the challenges of tomorrow, today.*

About New Holland

New Holland Agriculture and New Holland Construction sell and service an innovative line of agricultural and construction equipment, including a full line of tractors, hay and forage equipment, harvesting, crop production, skid steer and compact track loaders, compact wheel loaders, tractor loader backhoes and mini excavators. Sales, parts and service are provided by more than 1,000 New Holland dealers throughout North America. More information on New Holland can be found at www.newholland.com/na.



PRESS RELEASE



New Holland is a brand of CNH Industrial N.V., a World leader in Capital Goods listed on the New York Stock Exchange (NYSE: CNHI) and on the Mercato Telematico Azionario of the Borsa Italiana (MI: CNHI). More information about CNH Industrial can be found online at www.cnhindustrial.com

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